

## **Kellogg Company (NYSE:K) publishes 2014 Corporate Responsibility Report**

Kellogg Company's seventh annual global Corporate Responsibility Report , provides a detailed look at the company's considerable progress and exciting future direction in all four pillars of corporate responsibility: marketplace, workplace, environment and community. This year's report also includes a fifth responsible sourcing section focusing on Kellogg's priority ingredients, sustainable agriculture, supporting smallholder growers and empowering women in its supply chain.

Within the environment section, highlights of progress toward the company's 2015 waste and water goals are included, as well as new commitments that will drive further conservation progress from 2015 to 2020. The marketplace section of the report features efforts to help people make informed choices through health and wellness education as well as the company's ongoing efforts to introduce new and enhanced foods that meet the wants and needs of people around the world.

The workplace section shows how Kellogg invests in its people through programs and policies that prioritize work-life balance, safety and health and wellness. And in the community section, Kellogg provides an update on the impressive progress already achieved in the first two years of its global signature cause, Breakfasts for Better Days™.

As the company continues to evaluate and update its corporate responsibility initiatives , it is guided by the legacy of its founder, W.K. Kellogg, and his passion for people, quality, innovation and nutrition. Through these commitments, Kellogg are striving to bring its best to its consumers, employees, the environment, and the many communities where they do business.

The Kellogg Company (NYSE: K) is driven to enrich and delight the world through foods and brands that matter. With 2014 sales of \$14.6 billion and more than 1,600 foods, Kellogg is the world's leading cereal company; second largest producer of cookies, crackers and savory snacks; and a leading North American frozen foods company.

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